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08/26/2010

**HEWLETT-PACKARD COMPANY**  
**Intellectual Property Administration**  
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Alba Escobar

(Depositor's name)

/Alba Escobar/

(Signature)

09/15/10

(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY Docket NO.	CONFIRMATION NO.
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09/16/11

12/15/999

QIMING-CHEN

1091149-X-2

7356

**TITLE OF INVENTION: CUSTOMER PROFILING APPARATUS FOR CONDUCTING CUSTOMER BEHAVIOR PATTERN ANALYSIS, AND METHOD FOR COMPARING CUSTOMER BEHAVIOR PATTERNS**

APPL. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL DUES DUE	DATE DUE
nonprovisional	NO	\$1510	\$300	\$0	\$1810	11/24/2010

EXAMINER	ART UNIT	CLASS-SUBCLASS
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ROBINSON BOYCE, AKIBA K

3628

705-B10000

1. Change of correspondence address or indication of "file address" (37 CFR 1.333).

☐ Change of correspondence address (or Change of Correspondence Address Form PTO/SB-122) attached.

☐ "File Address" indication (or "file address" indication form PTO/A-7, Rev. 03-02 or most recent) attached. Use of a **Customer Number** is required.

2. For printing on the patent front page, list

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3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

**PLEASE NOTE:** Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE (CITY AND STATE OR COUNTRY)

Hewlett-Packard Development Company, L.P.

Houston, Texas

Please check the appropriate assignee category or categories (will not be printed on the patent):

☐ Individual ☒ Corporation or other private group entity ☐ Government

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5. Change in Entity Status (from status indicated above)

☐ A Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ B Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature: /Lloyd E. Dakin, Jr., Reg. # 38,423/

Date: 09-08-10

Typed or printed name: Lloyd E Dakin

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